



The Allan Gray Entrepreneurship Challenge

Module 1 Learner's pack

Module Video



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Welcome

Welcome to the Allan Gray Entrepreneurship Challenge – we’re **so excited** to have you on board! You’re taking an important step in exploring a career that will give you so many wonderful opportunities to learn, challenge yourself and grow.

This is the first of the module-based packs we’ve compiled to help you get ahead in the game. You’ll find that each pack is crammed full of tips and tricks that will help you understand the quests in the game, while also making sure you get to grips with important business concepts.

While this info is incredibly useful, you’ll probably find that your parents, siblings and community members can also give you **helpful insights**, especially if they’ve had some experience in the business world. It’s a good idea to get chatting to them, asking what they think about the quests and how they might tackle them.

Remember that as a class-room based activity this is a **five-module game**. During this time, you’ll be immersed in our 2D gaming world, which mimics the world of business. But, at the same time, you’ll also find that a lot of the subjects you’re doing at school touch on the material you’re learning in the game, so **keep focused once you get to class**, especially in subjects like accounting, business economics, economics, languages (English), life orientation, computer science and technology. You may want to ask the teachers of these subjects for help if you’re struggling with any of the challenges in the game.

At the end of each module, you have a chance to **earn even more points** by completing an assignment with multiple-choice questions. These are reflective exercises where you get a chance to give us your thoughts around what you have learnt. It should take around **30 minutes to complete each assignment** – that’s how easy it is to get those extra points!

“
Get absorbed in the
five-module game

What's there to win?

For Learners that complete the 2D Entrepreneurship Game, a **share of R100,000 up for grabs overall for the Top 20**. The following Applied Learning – Business Venture Challenge gives you the chance to apply whatever you've learnt in the game to a real-life business idea of your own and submit a video based pitch to stand a chance at the prizes in store. This pitching contest is optional and does not add or affect points earned from within the game or impact the 2D Game prizes. What it does count for is a standalone prize category of its own, including a **R40,000 Allan Gray Unit Trust for the top player**. 2nd–3rd place will receive a **R30,000 Allan Gray Unit Trust** and 4th–5th will receive one to the **value of R18,000**.

Remember that one module is equal to one year in the gaming world – so this, Module 1, is equal to your first year in business.

Here's a quick overview!

Before you click on the game to start playing, you'll be asked to take part in a short questionnaire. Don't skip this, as it's a chance to tell us more about yourself, what you want to study, and what your hopes and dreams for the future are. This helps us get a better understanding of our players. It will take only a few minutes, and then you can jump right into the game.

01 Step 1

Your very first step, once you have registered on the gaming network, is **choosing your avatar**. There are 16 avatars to choose from, and each has their own story: they come from different parts of South Africa and have different characteristics. They all have one thing in common, though: they're all very entrepreneurial. You have to choose: will your selection be based on things you have in common with the avatars, like your gender or hometown? Or would you prefer to go with one that shares your views on entrepreneurship? Whatever your selection, choose wisely, because you won't be able to change your avatar at a later stage.

02 Step 2

Now, you need to **select the industry** you'd like to work in. Again, this is something you won't be able to change once you make your choice, so think carefully about the kind of product you'd like to develop. It's worth doing some research into each of the industries – FinTech, EdTech, HealthTech or FoodTech – to see which you find most interesting.

Have fun while you're choosing your avatar and industry and remember: this game is all about YOU! You get to select the elements that you feel mirror the real you. Now that the basics are in place, **it's time to start your business**.



What are we going to do during the 1st Module?

Here's what you'll be doing in this module of gameplay:

- Finding a problem that you'd like to solve through your business
- Meeting your mentors and board members
- Deciding how you'd like to structure your company
- Hiring your executive team

“
This game is
all about you!”

What happens next?

Get ready to play! Remember to take your parents, siblings and older friends with you on your entrepreneurial journey - ask them for feedback and advice as you start your business quests.

Also, take time to fill in your online profile; after all, this is a social media platform! Write a few lines that will make you stand out - what do you want to study after school? What gets you most excited about entrepreneurship?

And now - go and have some fun! (And learn some really useful skills while you're at it)

Enquiries

Download the AGEC 2D Game



Download the AGEC Gaming Network App



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Queries may be sent to info@entrepreneurshipchallenge.co.za



Find FAQs and answers here, entrepreneurshipchallenge.co.za